

Message Text

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ACTION EUR-12

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P R 111551Z APR 78
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INFO SECSTATE WASHDC 9906

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USDOC FOR BED/OED/EID/DONAHOE - RM 1033

E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: VSMF MARKETING PLAN FOR FY 78

REF: (A) USDOC 24422 (B) STATE A-4496

1. SHOWS WHERE COMAFF PLANS TO USE THE VSMF:

A. U.S. TRADE CENTER SHOWS:

JAN 17-20 HYPER 78
JAN 31-FEB 3 INDUSTRIAL PROCESS CONTROL
MARCH 14-17 PRINTEMPS INFORMATIQUE
APRIL 11-14 ENVIROTROL
MAY 23-25 MICROPROCESSORS
MAY 30-JUNE 2 INDUSTRIAL & COMMERCIAL SAFETY

B. EMBASSY "BUSINESS INFORMATION OFFICES":

AGRICULTURAL MACHINERY SHOW MARCH 5-12
ELECTRONIC COMPONENTS SHOW APRIL 3-8

2. ON GOING PROMOTIONAL SUPPORT:

THE VSMF FACILITY SYSTEMATICALLY ADVERTISED IN OUR
COMMERCIAL NEWSLETTER. IN ADDITION, THE LATEST VERSION
OF THE GUIDE DESCRIBING COMAFF SERVICES TO FRENCH
BUSINESSMEN NOW CONTAINS A PHOTO AND BACKGROUND INFOR-
MATION ON THE VSMF. THE GUIDE WILL ACCOMPANY OUR
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NUMEROUS MASS MAILINGS TO THOUSANDS OF FRENCH FIRMS
AND US SUBSIDIARIES IN FRANCE, TRADE ORGANIZATIONS,
INFORMATION CENTERS, REGIONAL CHAMBERS OF COMMERCE,
TRADE MAGAZINES, ETC. THE GUIDE IS ALSO USED BY THE
FIVE AMERICAN CONSULATES IN FRANCE.
OUR WTD LETTER WILL SHORTLY INCLUDE A PARAGRAPH ON THE
VSMF. ON OCCASION OF PERSONAL CALLS ON IMPORTERS AND

IMPORTERS TRADE ASSOCIATIONS, COMMERCIAL OFFICERS AND
ADVISORS SYSTEMATICALLY ALERT PERSONS VISITED TO VSMF
RESOURCES.

3. IHS SUPPORT:

EMBASSY COMMENDS IHS FOR ITS EXCELLENT TECHNICAL SUPPORT.
IN ADDITION, IHS RECENTLY PROVIDED US WITH NEW ADVERTI-
SING BOARDS AND SIGNS.

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